

# Digital IT Solution Accelerates Process Agility & Efficiency

Case Study: Media & Entertainment



**AIMLEAP**

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## THE CHALLENGE

A leading media & technology company in US had challenges in managing changing application landscape and increasing IT incidents that affected business and customer satisfaction. Increasing operational cost and Infrastructure-related changes were common.

Also, the company wanted to streamline its IT management process by replacing the company's inefficient, inaccurate—manual process with a digital solution.

## Our Approach:

Full-Stack Techies analysed the company legacy system and leveraged our legacy IT infrastructure transformation capabilities, initiated migration of the provider's operations.

For business agility, introduced digital IT functions and made them more responsive. We introduced onsite and offshore resources delivery model for transformation activities. Also, started to prepare migrating the workload to a private cloud infrastructure.

## Outcome:

### Transformation – Reduced Costs & Increased Speed

- Full-Stack Techies with its test proven transition methodology – continuous service improvement enabled to streamline the IT workflow process and reduced operations costs. Automation in IT operations provided the client with agility to carry out its ambitious technology vision to accelerate innovation and anticipate customer demand for new products and services

## Highlight



50%

Reduced operations



**Increased control**

in IT application management



**Accelerated time**

to market & reduced complexity



## AI & Automation Practice



As part of AIMLEAP automation business unit, practice provides advanced data collection, artificial intelligence and automation capabilities that help clients create highly personalized digital products and services. Our AI-augmented & automation capabilities offer insights from data to informed decision-making, improve operations efficiencies and reduce costs. We leverage pre-built and custom developed automation algorithms to help our clients optimize their business, identify new growth opportunities, and outperform the competition. To learn more, visit us at [www.aimleap.com](http://www.aimleap.com)

## About AIMLEAP



AIMLEAP is an ISO 9001:2015 and ISO/IEC 27001:2013 certified global technology consulting and service provider offering AI-augmented Data Solutions, Data Engineering, Automation, IT Services, and Digital Marketing services. AIMLEAP has been recognized as 'The Great Place to Work®'.

With a focus on AI and automation, we built quite a few AI & ML solutions, AI-driven web scraping solutions, AI-data Labelling, AI-Data-Hub, and Self-serving BI solutions. We started in 2012 and successfully delivered projects in IT & digital transformation, automation-driven data solutions, and digital marketing for more than 750 fast-growing companies in the USA, Europe, New Zealand, Australia, Canada; and more.

- An ISO 9001:2015 and ISO/IEC 27001:2013 certified
- Served 750+ customers
- 11+ Years of industry experience
- 98% Client Retention
- Great Place to Work® Certified
- Global Delivery Centers in the USA, Canada, India & Australia



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